

## **REMARKS/ARGUMENTS**

### **Status of Claims**

Claims 1-5 are currently pending in the application. Claims 1 and 3 have been amended. No claims have been canceled. Claim 6 has been added. Therefore, claims 1-6 are present for examination. No new matter is added by these amendments. Applicant respectfully requests reconsideration of this application as amended.

### **35 U.S.C. §102 Rejection**

Claims 1, 4, and 5 have been rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent No. 5,794,210 issued to Goldhaber et al. ("**Goldhaber**").

Applicants submit that Goldhaber discloses a system for providing incentives to a user for viewing advertisements. (See Goldhaber at Abstract). A user is compensated by providing payment to the user in the form of digital cash and/or credit to the user's account. (*Id.* at col. 10, ll. 54-56). Goldhaber further discloses that the advertisement may ask the user questions or otherwise require the user to ensure that the user has paid attention to the advertisement. (*Id.* at col. 16, ll. 10-13).

In contrast, claim 1, as amended recites the operations of "requesting, by the advertiser, for an advertising service provider to *provide online advertising services for a user, transferring funds to the advertising service provider in response to receiving the requested online advertising services*, presenting *a plurality of questions to the user*, [and] receiving a *selection request* for one of the plurality of questions." (emphasis provided). Goldhaber discloses presenting questions to the user; however, Goldhaber fails to teach or suggest presenting a plurality of questions to the user and allowing the use to select one of the questions to answer. Such a feature affords the user increased flexibility to select a question the user is more comfortable with or may be able to more easily answer correctly. Applicants submit that Goldhaber fails to teach or suggest such a feature.

In addition, Goldhaber fails to teach or suggest "transferring funds to the advertising service provider in response to receiving the requested online advertising services."

In other words, claim 1 provides a mechanism for compensating the advertising service provide for providing the advertising service, whereas Goldhaber does not seem to take compensating the service provider into consideration. Therefore, for at least these reasons, Applicants submit that claim 1 is patentable over Goldhaber.

Furthermore, claims 2-6 depend from independent claim 1. Thus, by virtue of their dependence on an allowable independent claim, Applicants submit that claims 2-6 are also allowable. Accordingly, Applicants respectfully request that this rejection be withdrawn.

**35 U.S.C. §103 Rejections**

Claim 2 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber in view of U.S. Patent No. 6,606,745 issued to Maggio.

Claim 3 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber in view of U.S. Patent No. 6,636,247 issued to Hamzy et al.

Claims 2 and 3 depend from independent claim 1. Thus, by virtue of their dependence on an allowable independent claim, Applicants submit that claims 2 and 3 are also allowable. Accordingly, Applicants respectfully request that these rejections be withdrawn.

**CONCLUSION**

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,

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